

CLAIMS

1. An advertising carrier consisting of at least one structural element (1),
 - with a gas-tight, elongated hollow element (2) that can be loaded with pressure gas and consists of a flexible material,
 - additionally with at least two pressure/tension elements (15),
 - wherein the at least two pressure/tension elements (15) are connected positively to each other at their ends,
 - and wherein the pressure/tension elements (5) that can be pressure loaded rest on the hollow element (2) along its generating line, and are positively connected to it,Characterised in that
 - the surface of at least one of hollow elements (2) is designed as a surface (10) that can be used as an advertising or projection surface.
2. The advertising carrier according to Claim 1, characterised in that at least one of the at least three pressure/tension elements (15) only absorbs tensile forces, and is therefore designed as a pure tension element (4).
3. The advertising carrier according to Claim 2, characterised in that at least one pair of tension elements (4) are wound around the hollow element (2) in the opposite direction of screwing in at least half a revolution or a multiple.
4. The advertising carrier according to one of Claims 1 to 3, characterised in that at least one structural element (1) clamps at least one flexible membrane to

at least one flat surface (10) that can be used as an additional advertising or projection surface.

5. The advertising carrier according to one of Claims 1 to 4, characterised in that the pressure-loadable pressure/tension elements (15) rest on the hollow element (2) along one of its generating lines, and are positively connected to the hollow element (2).
6. The advertising carrier according to one of Claims 1 to 5, characterised in that the supporting structure is covered with a cover (7) designed as an advertising or projection surface.
7. The advertising carrier according to one of Claims 1 to 6, characterised in that the supporting structure is formed from several structural elements (1) connected to each other on the longitudinal side.
8. The advertising carrier according to one of Claims 1 to 7, characterised in that it is anchored laterally with at least three tension ropes (6).
9. The advertising carrier according to one of Claims 1 to 8, characterised in that at least one structural element (1) is positively connected to a base plate (5).
10. The advertising carrier according to one of Claims 1 to 9, characterised in that lighting means (19), which illuminate structural element (1) from the inside, are incorporated inside a hollow element (2).
11. The advertising carrier according to one of Claims 1 to 10, characterised in that lighting means (9) are provided behind at least one surface (10) clamped by at least one structural element (1).

12. The advertising carrier according to one of Claims 1 to 11, characterised in that it can be transported and erected on a mobile base.
13. The advertising carrier according to Claim 12, characterised in that means (14) required for independent operation of the advertising carrier are provided on the mobile base.
14. The advertising carrier according to Claim 13, characterised in that the means (14) consist at least of
 - a device for generating compressed air or
 - a device for erecting the advertising carrier or
 - a device for generating electrical current or
 - a projector for films and still images or
 - a device for illumination or
 - a sound system.
15. The advertising carrier according to one of Claims 1 to 14, characterised in that the device for erecting the advertising carrier consists
 - of at least one hinged joint (19) for tilting the pressure loaded advertising carrier from a horizontal position to an upright position,
 - and of at least one actor for performing this tilting movement.
16. The advertising carrier according to Claim 15, characterised in that means are provided for automatically performing tilting movements during the operation of the advertising carrier.
17. The advertising carrier according to Claims 1 to 16, characterised in that several structural elements (1),

together with the cover (7), form a shape that identifies the project to be advertised.

18. The advertising carrier according to one of Claims 1 to 17, characterised in that at least one edge element (17) is secured on the outside to at least one structural element (1), whereby the advertising carrier, with a cover (7) pulled over it, has at least a partially angular shaped appearance.
19. The advertising carrier according to Claim 18, characterised in that at least one edge element (17) consists of a hollow element of a flexible material that can be loaded with compressed air.
20. The advertising carrier according to Claim 18 or 19, characterised in that at least one of the edge elements (17) has an edge profile of soft plastic.
21. The advertising carrier according to Claim 18, characterised in that the edge elements (17) are formed by a bar scaffold (18), wherein the bar scaffold (18) surrounds at least one structural element (1), thereby defining, together with a cover (7), an angular outer shape of the advertising carrier.
22. The advertising carrier according to Claim 21, characterised in that covers (7) provided with advertising messages (8) can be pulled onto the erected bar scaffold (18) and can then be let down again.
23. The advertising carrier according to one of Claims 1 to 22, characterised in that the advertising carrier has an essentially freely designable shape.

24. The advertising carrier according to one of Claims 1 to 23, characterised in that means are provided for changing advertising messages (8) and showing them one after the other when the advertising carrier is erected.